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R J Reynolds
Tobacco Company

SALEM BUSINESS UNIT
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FAX TRANSMISSION COVER SHEET

DATE:	**4/22/98**
TO:	**Mark Young** **FAX # 732-417-9076**
FROM:	**Ron Grout** **FAX # 336/741-2300**
INSTRUCTIONS:	
PAGES TO *FOLLOW*:	**6**

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Source: https://www.industrydocuments.ucsf.edu/docs/sfvy0000

SALEM Performance

New York Test

Attached are graphs that illustrate the success of the repositioning effort for SALEM in the New York test. These results are a direct reflection of the extra effort Field Sales has dedicated to this project.

If we continue to focus on distribution, display/promotion and presence for the SALEM family, and particularly the four new box styles, these positive trends will continue.

Thank you for your efforts to date, and keep the pressure on!

Ron Grout

Graphs

1. Small panel of stores within the MARLIN sample (77 stores). SALEM Box styles have achieved over 1% SOM since November 1997.

2. Another small panel of stores in the MARLIN sample (34 stores). SALEM family has improved due to Box performance, even though the base styles have declined. Holding base styles flat is imperative in growing the entire family (with Box style growth).

3. Three lines — same group of stores on graph #2.

   #1 - bottom line shows performance of Box styles.
   #2 - middle line shows performance of Base styles.
   #3 - top line shows combined performance.

4. MARLIN — other outlets for the New York Region. SALEM's performance has rebounded, driven by new Box styles.

5. MARLIN — other outlets for the New York Region. Newport has taken a hit, apparently due to SALEM's positive performance.

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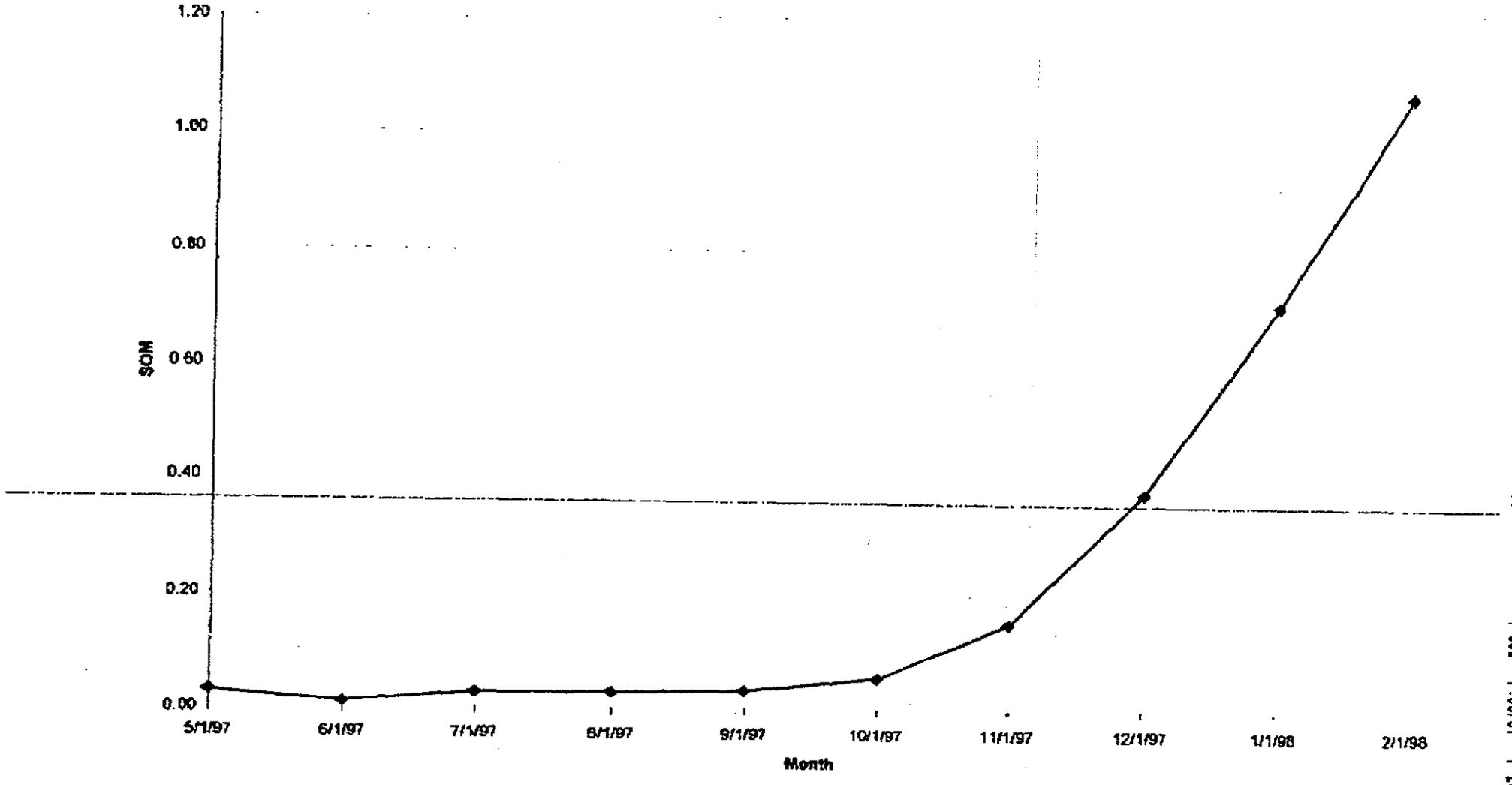
#1

Jack's Static - Four New Styles in NYC Test Market



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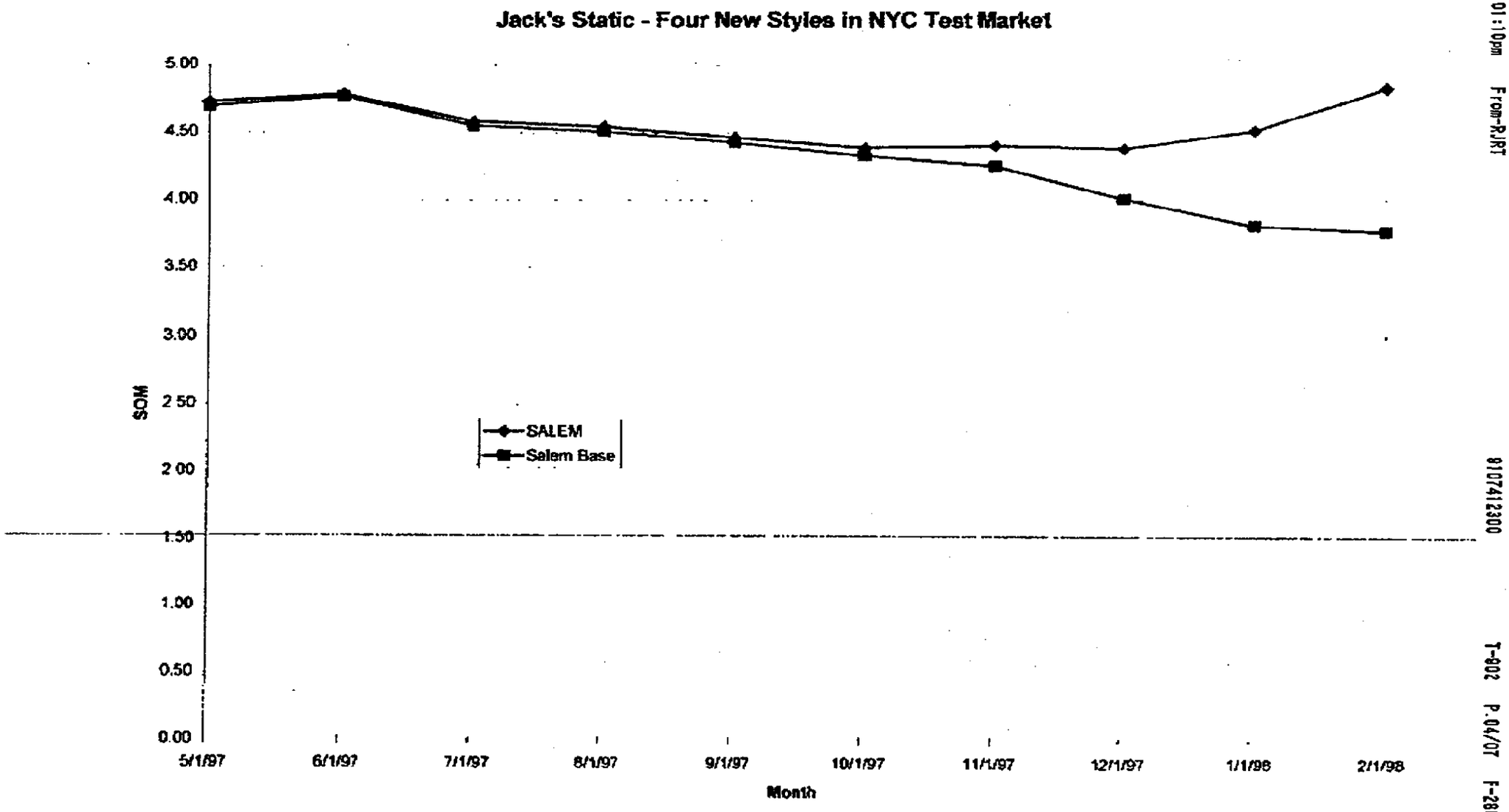
#2



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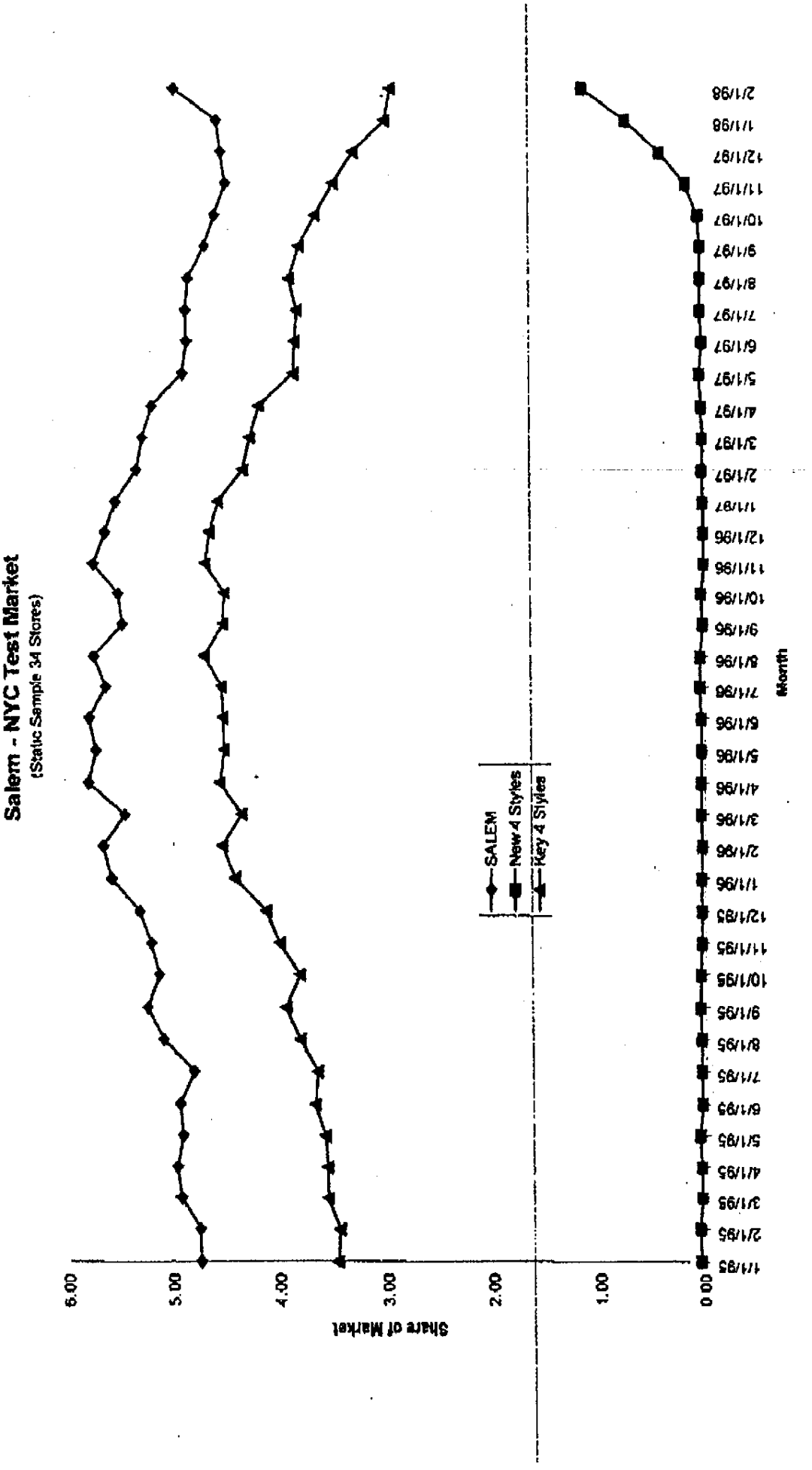
#3



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#4

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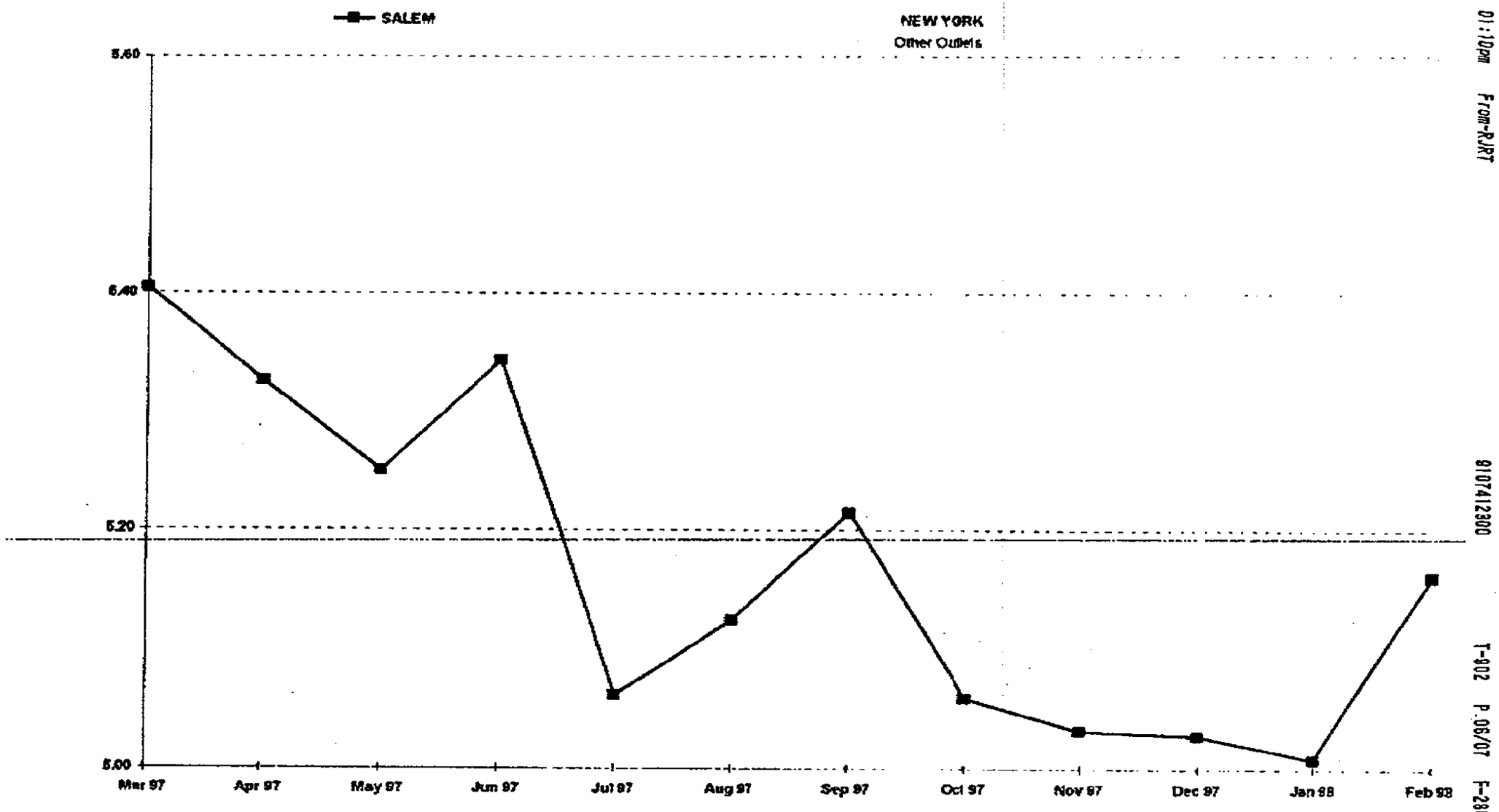

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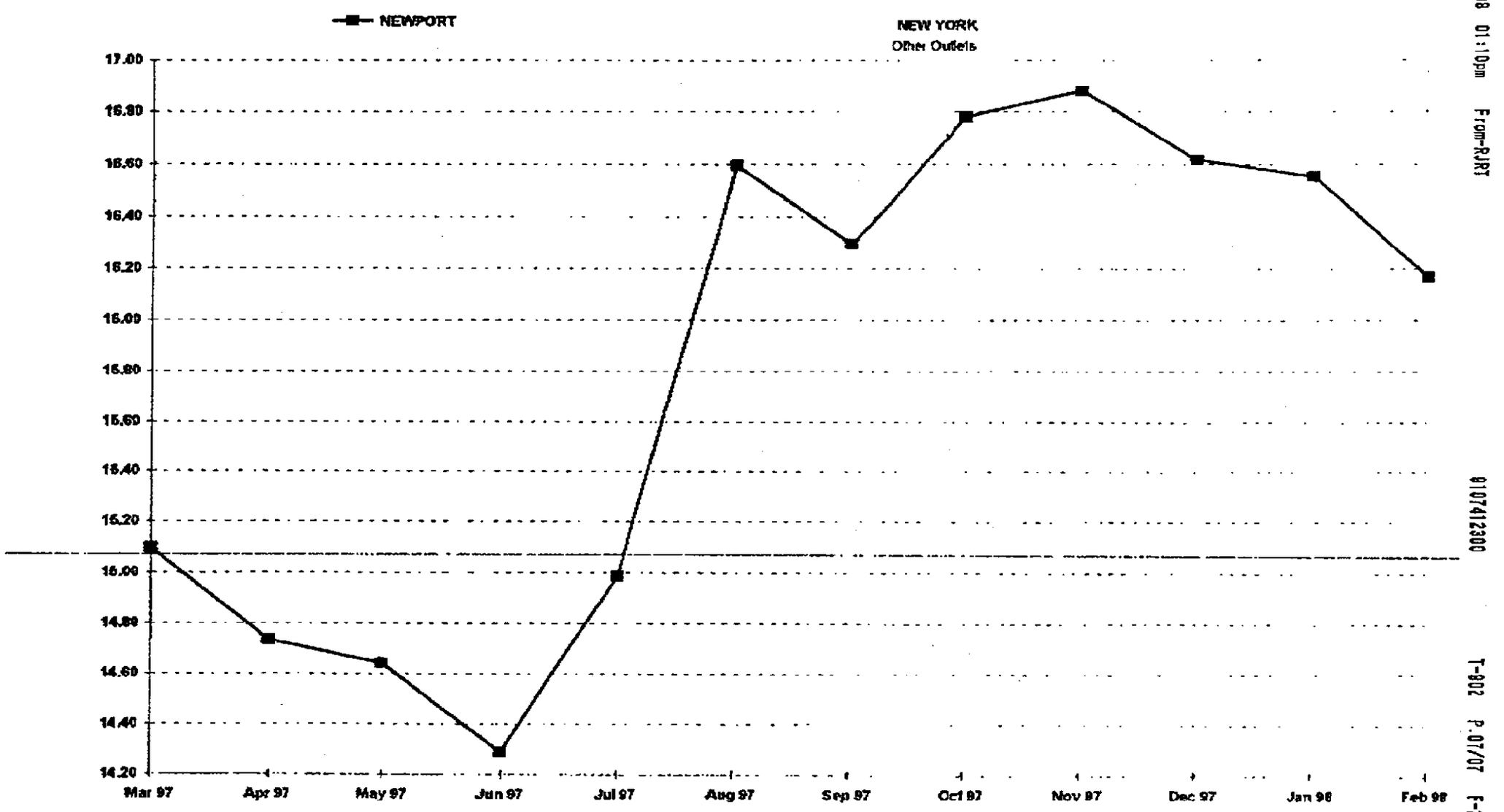

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